UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
June 9, 2005
AGENDA

I. ACTION ITEM
   • Affiliation of the Jefferson Institute for Lifelong Learning as a University-Related Foundation (Mr. Sweeney to introduce Mr. Gene Block, Mr. Block to report)

II. REPORTS BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS (Mr. Sweeney)
   A. Vice President’s Remarks
      1. Philanthropic Cash Flow
      2. Introduction of new Assistant Vice President for Development
   B. Campaign Planning/Issues
      • Campaign Progress
   C. Reunions Weekend Program

III. INTERACTIVE ONLINE COMMUNITY PLAN (Mr. Sweeney to introduce Mr. Ken Kipps; Mr. Kipps to report)
BOARD MEETING: June 9, 2005

COMMITTEE: External Affairs

AGENDA ITEM: I. Affiliation of the Jefferson Institute for Lifelong Learning as a University-Related Foundation

BACKGROUND: The Jefferson Institute for Lifelong Learning, with the support of the University's administration, requests the Board's approval to affiliate with the University as a University-related foundation.

DISCUSSION: The Jefferson Institute for Lifelong Learning (JILL) was incorporated in 2000 as a 501(c)(3) non-profit corporation to provide a continuing education program for persons generally 55 years of age or older in conjunction with the University of Virginia and the University of Virginia Alumni Association.

Modeled after the Christopher Wren Association at the College of William and Mary, JILL provides non-credit, short-term courses (lasting generally three or six weeks) on a range of topics. Classes are taught by specialists in their field, many of whom are retired University of Virginia faculty. Founded originally with support from President Casteen, the Development Office, and the School of Continuing and Professional Studies, JILL is now supported through membership fees.

JILL has proven itself an effective ambassador to the retired community of Central Virginia. In the last three years, approximately 1,600 persons have registered for JILL courses and roughly 250 new persons request a JILL catalogue each year. Registration has grown fifty percent since spring 2003 and twenty-three percent since 2003-04. Although JILL attracts many University alumni to its programs, it also attracts new community residents who otherwise have no affiliation with the University of Virginia. Both the faculty and members of JILL include some of Central Virginia's most respected and accomplished citizens.

As a foundation of the University of Virginia, JILL will serve as an important conduit for non-alumni to develop a
relationship with the University, strengthening the connection between the University and its surrounding community.

In raising funds to support lifelong learning, as a foundation, JILL will support not only its own programs but the broader educational excellence of the University.

At its regularly scheduled meeting on May 2\textsuperscript{nd}, after reviewing, in advance, the University’s Policy on University-Related Foundations, and after discussion on motion duly made and seconded, the JILL Board of Directors unanimously approved a resolution that JILL seek the approval of the University of Virginia’s Board of Visitors to affiliate JILL as a University-related foundation.

Upon Board of Visitors’ approval, JILL will assume University-related foundation status on July 1, 2005, retaining its status as a Virginia non-profit, non-stock 501(c)(3) corporation and maintaining its status as a tax-exempt charitable organization under the State and Federal income tax laws. The foundation will report to the director of University outreach in the Office of the Vice President and Provost.

JILL will amend its Articles of Incorporation and Bylaws to comply with the Policy on University-Related Foundations, including the requirement that the Board of Visitors’ representative and/or the University’s president’s representative to the foundation’s board serve on JILL’s Executive and/or Audit Committee.

JILL will continue to generate all financial resources for its operation through membership fees, other fees, and private fundraising. In all fundraising efforts, either on its own behalf or that of the University, JILL will align its activities under the leadership of and in close collaboration with the Office of University Development and will follow all University fundraising practices and procedures.

As part of its annual report to the Board of Visitors, JILL will include an academic plan with appropriate mechanisms for program evaluation, as developed in consultation with the director of University outreach and approved by the vice president and provost.

**ACTION REQUIRED:** Approval by the External Affairs Committee and by the Board of Visitors
APPROVAL OF THE AFFILIATION OF THE JEFFERSON INSTITUTE FOR LIFELONG LEARNING AS A UNIVERSITY-RELATED FOUNDATION

WHEREAS, the University Policy on University-Related Foundations requires that designation of new University-related foundations be approved by the Board of Visitors; and

WHEREAS, the work of the Jefferson Institute for Lifelong Learning complements the University’s commitment to lifelong learning and public engagement; and

WHEREAS, the Jefferson Institute for Lifelong Learning will modify its Articles of Incorporation and Bylaws to comply with the Policy on University-Related Foundations, including the requirement that the Board of Visitors’ representative and/or the University’s president’s representative to the foundation’s board serve on the foundation’s executive and/or audit committee; and

WHEREAS, the Jefferson Institute for Lifelong Learning will be financially self-sufficient, and, where it desires to use University administrative services or other resources, will contract and pay for these services; and

WHEREAS, the University’s administration recommends that the Board of Visitors approve the affiliation of the Jefferson Institute for Lifelong Learning as a University-related foundation;

RESOLVED that the affiliation of the Jefferson Institute for Lifelong Learning as a University-related foundation is approved, effective July 1, 2005, subject to the requirements of the University Policy on University-Related Foundations.
BOARD MEETING: June 9, 2005

COMMITTEE: External Affairs

AGENDA ITEM: II. Vice President's Report

ACTION REQUIRED: None

DISCUSSION: The Senior Vice President for Development and Public Affairs will report on 1) Philanthropic Cash Flow, 2) the introduction of the new Assistant Vice President for Development, 3) Campaign progress and 4) Reunions Weekend Program.
BOARD MEETING: June 9, 2005

COMMITTEE: External Affairs

AGENDA ITEM: II.A.1. Philanthropic Cash Flow

ACTION REQUIRED: None

BACKGROUND: Cash gifts to date for Fiscal Year 2005 will be discussed. Emphasis will be placed on measuring performance against receipts for the same year-to-date period during the previous fiscal year.

DISCUSSION: Mr. Sweeney will present the most recent audited figures available and compare the progress over the previous year. Cash flow through March 31, 2005, was $142.2 million, which is about even with the same period last year ($139.9 million). Discussion will focus on cash flow projections and philanthropic trends for the remainder of the fiscal year.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING:       June 9, 2005

COMMITTEE:        External Affairs

AGENDA ITEM:           II.A.2. Introduction of new Assistant Vice President for Development

ACTION REQUIRED:   None

BACKGROUND: In April 2005, Alison E. Traub became the Assistant Vice President for Development. Previously, Ms. Traub was the Director of Development for the Brady Urological Institute at Johns Hopkins University.

DISCUSSION: Mr. Sweeney will introduce Ms. Traub as the new Assistant Vice President for Development.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 9, 2005

COMMITTEE: External Affairs

AGENDA ITEM: II.B. Campaign Progress

ACTION REQUIRED: None

BACKGROUND: The University launched the quiet phase of the new Campaign on January 1, 2004. The Campaign is scheduled to run through 2011, with a goal envisioned at $3 billion.

DISCUSSION: Mr. Sweeney will report on the progress of the Campaign. As of March 31, 2005, the Campaign total was $622.5 million.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 9, 2005

COMMITTEE: External Affairs

AGENDA ITEM: II.C. Reunions Weekend Program

ACTION REQUIRED: None

BACKGROUND: Organized by the Alumni Association, Reunions Weekend was held June 3-5, and included over 130 events for alumni and their families, such as class dinners, seminars and tours, open houses, fraternity and sorority receptions, class events, undergraduate school lunches, children’s events, and a class procession down the Lawn. Alumni who graduated in years ending in five or zero attended this year. The Alumni Association and the University have been working over the years to increase attendance at Reunions. While this continues to be a major goal, the University and Alumni Association in recent years have begun moving Reunions toward a model (used at Princeton and other Ivy League schools) focusing on events and activities specifically geared toward individual classes.

DISCUSSION: Mr. Sweeney will report on the 2005 Reunions Weekend and the new efforts made this year to customize the Reunion experience for individual classes.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 9, 2005

COMMITTEE: External Affairs

AGENDA ITEM: III. Interactive Online Community Plan

ACTION REQUIRED: None

BACKGROUND: As part of the implementation of new alumni programs and services recommended by the Alumni Relations Task Force, the Senior Vice President for Development and Public Affairs has launched planning for the new version of the University’s “on-line community” for alumni, parents and friends. The Interactive Media Initiative core team is charged with developing a holistic approach to engaging the University’s alumni and other external constituencies through email, web sites and other online resources. The intent is to develop and deploy a range of integrated, interactive media applications and services aimed at involving alumni and other key constituencies in the life of the University. This initiative will involve a range of new efforts to enhance alumni affinity online, by email, and in combination with print and telephone communications.

DISCUSSION: As the leader of the University’s Interactive Media Initiative core team, Mr. Kennedy Kipps, Director of Communications in the College and Graduate School of Arts and Sciences will report on the team’s findings.

The Interactive Media Initiative core team has been working closely with consultants from the firm mStoner, the leader in interactive media approaches for universities. The team from mStoner has presented its report to the University. The report suggests how U.Va. might proceed to reach its goal of developing and deploying to engage alumni and other key constituencies in the life of the institution. It examines the University’s aspirations, explores trends, articulates an ideal online experience, recognizes challenges, and proposes some specific recommendations.